

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) An apparatus comprising:

 a light source; and

 a means for positioning the light source within a rotating reference frame of a wheel, the positioning means to allow light from the light source directed outside the wheel such that an amount of light from the light source incident upon and reflected from a visible surface of the wheel is greater than an amount of light from the light source directed away from the visible surface of the wheel.
2. (Previously Presented) The apparatus of claim 1 wherein the light source is selected from the group consisting of light-emitting diodes, filament-based light elements, gas-based light elements, lasers, and a combination thereof.
3. (Previously Presented) The apparatus of claim 1 wherein the light source is positioned on a portion of the wheel selected from the group consisting of a wheel rim, a rim flange, a wheel center cap, a disk, a hat, a spoke, and a combination thereof.
4. (Previously Presented) The apparatus of claim 3 wherein the visible surface of the wheel from which the light is reflected includes the surface of a structural element attached to the wheel.

5. (Previously Presented) The apparatus of claim 3 wherein the visible surface of the wheel from which the light is reflected includes the surface of a coating applied to the wheel.

6. (Original) The apparatus of claim 4 wherein the structural element attached to the wheel is a hubcap.

7. (Previously Presented) The apparatus of claim 1 wherein the light source is positioned on a structural element attached to the wheel.

8. (Original) The apparatus of claim 7 wherein the structural element attached to the wheel is a hubcap.

9. (Previously Presented) The apparatus of claim 1 wherein the positioning means comprises a shield that reduces the amount of light from the light source directed outside the wheel that is directed away from the visible surface of the wheel such that the amount of light from the light source that is incident upon and is reflected from the visible surface of the wheel is greater than the amount of light from the light source directed away from the visible surface of the wheel.

10. (Previously Presented) The apparatus of claim 9 wherein the shield has a reflective surface facing the light source such that a portion of a light reflected from the reflective surface is incident upon the wheel surface.

11. (Previously Presented) The apparatus of claim 1 further comprising a light projector attached to the positioning means, the light projector to direct a portion of light from the light source directed outside the wheel to the visible surface of the wheel such that the amount of light from the light source incident upon and reflected from the visible surface of the wheel is greater than the amount of light from the light source directed away from the visible surface of the wheel.

12. (Previously Presented) The apparatus of claim 1 further comprising an optical element attached to the positioning means, the optical element to direct a portion of light from the light source directed outside the wheel to the visible surface of the wheel such that the amount of light from the light source incident upon and reflected from the visible surface of the wheel is greater than the amount of light from the light source directed away from the visible surface of the wheel.

13. (Previously Presented) The apparatus of claim 1 wherein the positioning means comprises a structure attached to at least a portion of a rim of the wheel.

14. (Previously Presented) The apparatus of claim 13 wherein the structure is an annular ring attached to a rim of the wheel.

15. (Canceled).

16. (Previously Presented) The apparatus of claim 1 wherein the positioning means comprises a crossbeam member.

17. (Canceled).

18. (Previously Presented) The apparatus of claim 1 wherein the positioning means comprises a portion of the wheel.

19. (Previously Presented) The apparatus of claim 1 further comprising a waveguide attached to the positioning means, the waveguide to receive light from the light source directed outside the wheel and direct the light to the visible surface of the wheel such that the amount of light from the light source incident upon and reflected from the visible surface of the wheel is greater than the amount of light from the light source directed away from the visible surface of the wheel.

20. (Previously Presented) The apparatus of claim 19 wherein the waveguide comprises a micro-optic prism array sheet collimator layer.

21. (Previously Presented) The apparatus of claim 1 further comprising:

one or more additional light sources such that a total amount of light from the light source and the additional light sources directed away from the visible surface of the wheel is less than an amount of light incident upon and reflected from the visible surface of the wheel.

22. (Previously Presented) The apparatus of claim 1 further comprising a second light source operated independently of the light source.

23-73. (Cancelled)

74. (New) The apparatus of claim 1 wherein the surface of the wheel is modified to change an angle of reflection of light from the light source such that light from the light source which would not be visible in a given observation region but for the modification of the surface of the wheel is visible in the given observation region.

75. (New) The apparatus of claim 74, wherein modifying the surface of the wheel includes modifying by at least one of machining, bead blasting, chemical etching, applying a chemical coating, applying a decal and plating.